



Statewide Performance Indicators 2007

Economic Indicators	2005	2006	2007	% Change 2006-2007
Total Non-Resident Visitors	19,060,000	19,290,000	20,230,000	4.9%
U.S. Visitors	18,400,000	18,600,000	19,500,000	4.8%
International Visitors	660,000	690,000	730,000	5.8%
Total Tourism Spending	\$5,779,000,000	\$5,908,000,000	\$6,769,000,000	14.6%
Total Direct Tourism-Related Tax Revenues	\$570,000,000	\$593,000,000	\$609,000,000	2.7%
State Tax Revenues	\$353,000,000	\$368,000,000	\$384,000,000	4.3%
Local Tax Revenues	\$217,000,000	\$225,000,000	\$225,000,000	0.0%
Total Tourism Related Employment	112,051	112,572	112,486	-0.1%
Direct Tourism Employment	61,036	61,347	65,882	7.4%
Indirect Tourism Employment	51,015	51,225	46,604	-9.0%
Tax Indicators	2005	2006	2007	% Change 2006-2007
Transient Room Tax	\$20,872,401	\$24,931,446	\$32,600,570	30.8%
Restaurant Tax	\$26,722,641	\$28,993,240	\$31,957,859	10.2%
Car Rental Tax	\$13,513,496	\$15,248,057	\$16,449,661	7.9%
Total Gross Taxable Sales (GTS)	\$39,200,000,000	\$44,747,000,000	\$46,769,200,000	4.5%
Total Tourism-Related GTS	\$5,779,000,000	\$5,908,000,000	\$6,769,000,000	14.6%
Transportation GTS	\$171,897,709	\$201,036,039	\$205,762,924	2.4%
Eating & Drinking GTS	\$2,452,262,014	\$2,771,423,171	\$3,017,691,835	8.9%
Auto Rentals GTS	\$1,378,740,528	\$1,517,910,029	\$1,654,167,251	9.0%
Hotels & Lodging GTS	\$753,689,699	\$739,621,493	\$819,803,181	10.8%
Amusement & Recreation GTS	\$804,812,381	\$905,718,067	\$961,677,930	6.2%
Volume Indicators	2005	2006	2007	% Change 2006-2007
Salt Lake International Airport	22,237,936	21,557,646	22,045,233	2.3%
National Park Visitors	5,329,931	5,165,498	5,445,591	5.4%
National Monument & Rec. Area Visitors	4,899,415	4,721,741	2,958,698	-37.3%
State Park Visitors	4,438,398	4,494,990	4,925,277	9.6%
Utah Welcome Center Visitors	598,863	581,154	550,726	-5.2%
Total Skier Visitors	3,900,000	4,100,000	4,150,000	1.2%
Statewide Hotel Occupancy Rate	65	68	69	1.2%

	Total Collections	Statewide Growth Rate	Positive Growth	Negative Growth
Transient Room Tax	\$32,600,570	30.8%	26 Counties	3
Restaurant Tax	\$31,957,859	10.2%	23 Counties	1
Car Rental Tax	\$16,449,661	7.9%	9 Counties	0